C1750-1 2/1/83

The Fifth Estate

Broadcasting Jan 31

ROWAN & MARTIN'S LAUGH-IN

SOLD-IN

New York	WOR	Los Angeles	KHJ	San Francisco	KTZO
Cleveland	WUAB	Dallas	KTVT	Houston	KHTV
Seattle	KSTW	Atlanta	WANX	Tampa	WTVT
Denver	KTMX	Sacramento	KTXL	Portland	KLRK
Phoenix	KPNX	Milwaukee	WVTV	New Orleans	WVUE
Memphis	WMC	Oklahoma City	KWTV	Albany	WXXA
Shreveport	KTAL	Fresno	KFSN	Albuquerque	KGGM
Green Bay	WLRE	Spokane	KREM	Johnstown	WJAC
Ft. Wayne	WFFT	Reno	KOLO		
Boise	KTVB	Tucson	KOLD		
Las Vegas	KLAS				
Wichita	KTVH				

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Vol. 104 No. 5

Broadcasting Jan 31

Comments pour into FCC on network syndication-financial interest □ Getting a bead on radio's top 20 advertisers □ Fourth network looks to become reality in near future

FOURTH NETWORK BUBBLES ANEW □ In wake of INTV, broadcasters and movie studios huddle over alternate service in prime time. **PAGE 27.**

PROGRAMING WALLS OF JERICHO □ In comments to FCC, networks sound trumpets for repeal of syndication and financial-interest rules, claiming time and technology have made restrictions obsolete. Opponents contend repeal would stifle competition and be disservice to public. **PAGE 28.**

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BIG BERTHAS IN SWEEPS □ Networks ready major programing guns for February local-count period. In front line is ABC-TV's $38-million *Winds of War.* **PAGE 72.**

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Totaling radio's top 20 advertisers

Anheuser-Busch tops list of sponsors that combined, spent $289 million in first nine months of 1982 spots

A total of $289 million was spent by the top 20 radio advertisers during the first nine months of 1982, according to the top 20 company listing prepared for BROADCASTING magazine by the Radio Advertising Bureau. Of the $289 million, $217 million went to national spot (including nonwired networks) and the remaining $72 million was channeled through network buys.

Anheuser-Busch, a major sponsor of play-by-play sports, emerged as the leading radio advertiser with radio ad expenditures totaling $33.1 million. It led the national spot category with $29.3 million while spending $3.8 million on network. The second and third quarters were the busiest, especially with the introduction of Budweiser Lite which, along with Budweiser, draws the company's heaviest allocation of radio, said Chuck Fruit, vice president of national advertising for Anheuser-Busch.

The automotive industry was the top category for radio advertising during the first nine months of 1982. Holding the second, third and fourth positions, respectively, were: General Motors Corp., $27.5 million; Chrysler Corp., $26.5 million, and the Ford Motor Co., $23.8 million. Much of the automotive money spent on radio went to promotional campaigns such as announcing rebates as well as other speciality programs. One example was Ford which, during last year's first quarter, ran commercials announcing a new warranty on some of its small car lines.

Surfacing as the leading network advertiser from January to September of last year was Jeffrey Martin Inc., a pharmaceutical manufacturer, with a $22.2 million expenditure. Martin Himmel, company president, said he used radio for 26 years for a long list list of pharmaceutical brands including Compoz, Topol, Psorex, Doan's pills and Bantron. The company showed no expenditures for national spot. For the first nine months of 1981, Jeffrey Martin spent only $2.8 million on network radio, according to the data computed by RAB.

Spending the least on national spot were Campbell Soup, which showed no expenditures, and Sears, Roebuck & Co. which posted a $2.2 million figure.

Besides Budweiser, other beer companies in the top 20 were Miller Brewing Co., $15.8 million; Stroh's Brewery Co., $10.8 million, and Van Munching & Co., $7.3 million (importer of Heineken and Amstell beers). Stroh's purchased the Joseph E. Schlitz Brewing Co. last April. It now markets 14 brands of beer and, according to John Bissell, vice president of marketing for Stroh's, invests heavily in radio during the summer when TV viewing declines. Stroh's plans to increase radio spending this year.

General Foods Corp. uses radio as a secondary medium to TV primarily for two of its coffee brands—Sanka, which is generally targeted to an older age group, and Maxwell House, which is generally aimed at younger demographics.

Coca-Cola USA, on the other hand, makes use of radio advertising for all of its products, according to a company spokeswoman. To reach the teen-age audience, its product lines of Coca-Cola, Sprite and Mello-Yello for the past two years have sponsored concerts, along with the individ-

Radio's top 20

The following chart represents the top 20 radio advertisers for the first nine months of 1982 with a comparison to the same period a year earlier. The figures represent a combination of national spot (including unwired networks), network and combined total dollars as computed by the Radio Advertising Bureau from various financial data compiled by Radio Expenditure Reports Inc. (national spot) and Leading National Advertisers Inc. (network).

All dollar figures are in millions.

		National spot			Network			Total		
	Company	1982	1981	% change	1982	1981	% change	1982	1981	% change
1.	Anheuser-Busch	$29.3	$24.4	+ 20.0%	$ 3.8	$ 2.1	+ 80.9%	$33.1	$26.5	+ 24.9
2.	General Motors	22.5	24.5	– 8.2	5.0	4.0	+ 25.0	27.5	28.5	– 3.6
3.	Chrysler	23.8	36.1	– 34.1	2.7	1.0	+ 170.0	26.5	37.1	– 28.6
4.	Ford	18.8	26.6	– 29.4	5.0	4.0	+ 25.0	23.8	30.6	– 22.3
5.	Jeffrey Martin Inc.	—	—	—	22.2	2.8	+ 692.8	22.2	2.8	+ 692.8
6.	Pepsico	13.6	9.5	+ 43.1	2.8	—	—	16.4	9.5	+ 72.6
7.	Miller Brewing Co.	15.8	12.4	+ 27.4	—	—	—	15.8	12.4	+ 27.4
8.	American Honda	11.4	5.0	+ 128.0	0.5	—	—	11.9	5.0	+ 138.0
9.	Sears, Roebuck	2.2	1.5	+ 46.6	9.7	5.3	+ 83.0	11.9	6.8	+ 75.0
10.	Strohs/Schlitz*	10.8	7.4	+ 49.9	—	0.06	—	10.8	7.4	+ 45.9
11.	Coca Cola	10.5	10.3	+ 1.9	0.1	0.7	– 85.8	10.6	11.0	– 3.7
12.	General Foods	4.2	3.7	+ 10.7	6.1	4.2	+ 45.2	10.3	8.9	+ 16.1
13.	United Airlines	9.8	6.6	+ 48.4	0.5	—	—	10.2	6.6	+ 55.3
14.	U.S. Army	5.0	4.4	+ 13.6	4.6	5.8	– 20.7	9.6	10.2	– 5.9
15.	Nissan Motors	9.6	3.4	+ 182.3	—	—	—	9.6	3.4	+ 182.3
16.	Delta Airlines	8.8	7.9	+ 11.3	—	—	—	8.8	7.9	+ 11.3
17.	Eastern Airlines	8.6	6.0	+ 43.3	—	—	—	8.6	6.0	+ 43.3
18.	Van Munching & Co.	7.3	6.8	+ 7.3	—	—	—	7.3	6.8	+ 7.3
19.	Campbell Soup	—	1.5	—	7.0	2.1	+ 233.3	7.0	3.6	+ 94.4
20.	Greyhound	4.8	8.0	– 60.0	2.1	0.01	+ 16,153	6.9	8.0	– 13.8

* Note: Joseph Schlitz Brewing Co. was purchased by Stroh's Brewery Co. in April 1982. All Stroh's expenditures for the first nine months of 1982 were combined with those of Schlitz.

Big givers. Corporate and foundation donations to Broadcast Pioneers Library, Washington, in 1982 were said to be largest of any year since library was founded 12 years ago. Donors identified by Ward Quaal, library president, were ABC Inc., James Duncan Media Enterprises, Fetzer Television Corp., Forward Communications Corp., WB Smullin Stations, George B. Storer Foundation and work (Youngstown, Ohio) Broadcasting Corp. Foundation.

□

Anchors aweigh. Time Inc. plans to tap overseas financial markets with offering of $100 million in notes from Time Life Overseas Finance Corp. N.V. (headquartered in Curacao). Underwriting group will be led by Salomon Brothers International and Morgan Guaranty Ltd. Not registered in U.S., notes cannot be sold here or to U.S. nationals or residents.

□

Upping ante. Multimedia announced 11.4% increase in quarterly dividend, to 19.5 cents per share. Dividend is payable Feb. 15 to holders of record Feb. 1.

□

Sale complete. Metromedia Inc. has announced it has completed acquisitions of ICS Communications Inc., Anaheim, Calif.-based radio common carrier, and Beep Communications Inc., another RCC based in New York, for total of $42 million.

□

MGM UA improves. MGM/UA Entertainment Co. has reported net income increase for quarter ending Nov. 30, 1982, over comparable period in 1981, from $9.8 million or 20 cents a share to $10.5 million or 21 cents a share. Revenue declined from $208 million to $204 million, while pre-tax income grew from $9.2 million to $15.6 million. Revenues from television production grew from $10 million to $32.1 million, and television distribution revenues jumped from $27.9 million to $46.7 million over the comparable quarter. In remarks to shareholders, MGM/UA chairman and chief executive officer Frank Rothman said firm's institutional debt has been reduced from $508 million to $376 million during his 11-month tenure. Rothman said he plans to reduce that debt by at least another $100 million in 1983.

□

For sale. Zoetrope Studios, founded by director Francis Ford Coppola, will be closed for sale at public auction to be held Feb. 11 in Los Angeles, according to Security Pacific National Bank, which claims it is owed $3.2 million on 8.7-acre property purchased by Coppola in 1980 for reported $6 million. Bank found Zoetrope in default on loan payments last October.

□

Disney's drop. Walt Disney Productions has reported net income declined slightly for quarter ended Dec. 31 to 17.2 million or 51 cents per share, compared with $17.4 million or 53 cents per share for period ending Dec. 31, 1981. Revenues increased from $212 million to $270 million, and operating profits climbed from $29.5 million to $42.5 million for quarter as compared with same quarter in 1981. Disney reported drop in worldwide television revenues from $12.3 million to $6.5 million, primarily due to holding back of material for its new pay TV service this spring. In unrelated move, Disney last week filed registration with SEC for offering of one million shares of common stock to be used for general corporate purposes, including reduction of existing debt.

□

Sold. CBS completed anticipated step of selling off its Specialty Stores Division last week as California investor Burke Mathes purchased all 83 Pacific Stereo outlets. Mathes will become chairman and chief executive officer of Pacific Stereo. CBS says its loss on sale and net operating losses of division will be charged to fourth quarter 1982 income.

Martin Himmel, head of Jeffrey Martin

Ad leader Anheuser-Busch

ual local bottling companies, over ABC Radio. This year Coca-Cola USA will sponsor a concert series produced by the Culver City, Calif.-based Westwood One, a radio production and distribution company.

Top-spending airline companies are United ($10.25 million), Delta ($8.8 million) and Eastern ($8.6 million). Spot radio and newspapers are "instantly deployable" media to be used in this period of fare wars, said William Downs, vice president of Eastern Airlines. Spot radio, he said, is especially desirable since the airline needs localized advertising to reach the various markets it serves. Both Eastern and Delta registered no network spending; United showed only a $500,000 expenditure.

The U.S. Army spends a high percentage of its ad budget on radio ($9.6 million), according to Susan Roe of NW Ayer—the agency that handles the account. She said there won't be as much money spent on radio in 1983 as there was last year. The Army uses national spot and network about evenly.

Some of the major companies falling below the top 20 for radio advertising for the first three quarters of 1982 were: Nabisco Brands Inc., $6.5 million; Adolph Coors Brewing, $6.35 million; Bristol-Myers, $6.2 million; General Mills, $6 million; Southland Corp. (7-11 Stores), $5.8 million; Martlett Importers (Molson Golden Ale),

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$5.7 million; Cotter & Co. (True Value Hardware stores), $5.6 million; Dow Jones & Co., $5.5 million; AT&T, $5.2 million; Phillips Petroleum Co., $5.14 million; Warner-Lambert Co., $5.13 million; Southwestern Bell, $4.9 million; TWA, $4.4 million; Pillsbury, $4.1 million; K-Mart, $4 million; Hartz Mountain Industries Inc., $3.97 million; 7-Up, $3.8 million; Pabst Brewing Co., $3.7 million; Colgate-Palmolive Co., $3.6 million, and Dart & Kraft Inc., $3.58 million.

Total national spot sales saw an increase of slightly less than 2% for the first nine months of 1982 (BROADCASTING, Jan. 10) while network radio activity stood at about 10% ahead of 1981. Radio executives forecast, at best, a slight increase for the year in both spot and network once all the fourth-quarter figures have been tallied. Some of the companies canvassed last week said their fourth-quarter radio spending had been less than the previous three quarters. The industry remains cautiously optimistic for 1983 even though both national spot and network business got off to a good start in January. □

Commercial kudos

Chicago's U.S. Television Commercials Festival picks the top spots from 1982

The U.S. Television Commercials Festival, Chicago, has presented 50 awards recognizing outstanding television commercials in North America produced and/or telecast between Oct. 1, 1981, and Oct. 1, 1982.

Top festival honors went to *Zoo Stars*, a spot produced for the Detroit Zoological Park, which won the "Best of Festival" award as well as two first-place awards in various categories.

The following list includes the sponsor, title of commercial, producer and the advertising agency.

Best of Festival

Detroit Zoological Park □ *Zoo Stars* (Castom & Co., WB Doner & Co.)

Subject Category Winners (under $10,000 production cost)

Omark Industries □ *Wood Grenade* (International Media Systems, Borders, Perrin & Norrander)

United Foundation of Detroit □ *Point of View* (Castom & Co., WB Doner & Co. Advertising)

Detroit Zoological Park □ *Zoo Stars* (Castom & Co., WB Doner & Co. Advertising)

(Not applicable) *Hunger Projects* (Stan Carp Inc., Della Femina Travisano & Partners)

Subject Category Winners (over $10,000 production costs)

Dallas District Ford Dealers Advertising Fund □ *Chairmen Chair* (Monte Young Animation, Sizemore & Associates)

Yamaha Motor Canada Ltd. □ *Family Business* (Dalton Fenske & Friends, SMW Advertising Ltd.)

Villa Banfi □ *Son of Bellagio* (Ovation Films Inc., Hicks & Greist)

Anheuser-Busch Inc. □ *Lena Redhorse* (Dear Films Inc., D'Arcy-MacManus & Masius)

Anheuser-Busch Inc. □ *Volunteers* (Michael Daniel Productions, D'Arcy-MacManus & Masius)

McDonald's Corp. □ *Double Dutch* (Harmony Pictures, Burrell Advertising)

Sunkist Growers Inc. □ *Tide Board* (Ampersand Productions, Foote, Cone & Belding Honig)

Schmidt Baking Co. □ *I Like Bread and Butter*—diner campaign (Charles Street Films, Trahan, Burden & Charles Inc.)

Schmidt Baking Co. □ *I Like Bread and Butter*—diner, supermarket, high school campaign (Charles Street Films, Trahan, Burden & Charles)

Dad's Cookies □ *Life at 3:6"* (Boardwalk Motion Picture Co., Palmer Bonner)

Coca-Cola Co. □ *Marching Band* (Summerhouse, Burrell Advertising)

Dr Pepper □ *Recording Room* (Sunlight Pictures Corp., Young & Rubicam)

U.S. Borax □ *Bently* (Freund & Kleppel, McCann-Erickson)

U.S. Borax □ *Jensen's Switch* (Freund & Kleppel, McCann-Erickson)

James River-Dixie Northern Inc. □ *Rainy Day* (Bill Hudson Films Inc., Scali, McCabe, Sloves Inc.)

James River-Dixie Northern Inc. □ *Roller Skates* (Bill Hudson Films, Scali, McCabe, Sloves Inc.)

Rayovac Canada □ *Eskimo* (Trio Films, Anderson Advertising)

Polaroid Corp. □ *Gonzo's Face* (Directors Studio Inc., Doyle Dane Bernbach Inc.)

Polaroid Corp. □ *Dog's Birthday* (Directors Studio Inc., Doyle Dane Bernbach)

Polaroid Corp. □ *Shoelaces Revised* (Directors Studio Inc., Doyle Dane Bernbach)

Ontario Ministry of Tourism and Recreation □ *Snowbird* (Rabko Television Productions, Camp Associates Advertising)

Medical College of Virginia Hospitals □ *Heart Attack* (Thom 2 Productions, Westbrook Inc.)

Southwestern Bell Telephone Co. □ *Homesick* (Sanson Productions, D'Arcy-MacManus & Masius)

TransCanada Telephone System □ *Grassold* (Partners, Publicite McKim Ltee.)

Greyhound Lines □ *Single Girl* (Hartmann, Impastato, Stephens & Kerns, Bozell & Jacobs)

State of Michigan □ *Say Yes* (Bill Perlik & Co., Needham, Harper & Steers Advertising)

IT&T □ *Two Operators* (Johnston Films, Issues & Images)

Maryland State Lottery □ *Ping Pong Balls* (Charles Street Films, Trahan, Burden & Charles)

Detroit Zoological Park □ *Zoo Stars* (Castom & Co., WB Doner & Co. Advertising)

Massachusetts Society for the Prevention of Cruelty to Children □ *Kids, You Can't Beat 'Em* (September Production, ClarkeGowardCarr & Fitts)

Christian Churches of America □ *Edge Out* (Richmarc Productions, no agency)

WBZ(AM) □ *Maynard in the Morning—Newsbreak* (Aydelott Associates, Aydelott Associates)

ABC □ *Come On along with ABC*—multi-venue (Marks & Marks, Marks & Marks)

Production Technique Category Winners (over $10,000 production costs)

Bell Canada Tele Direct □ *Dance Music, Tango, Rock 'n' Roll* (Michael Mills Productions, McKim Advertising Ltd.)

Bell Canada Tele Direct □ *Tango, Rock 'n' Roll* (Michael Mills Productions, McKim Advertising)

Coca-Cola Bottling Co. □ *World Cup* (Hagmann, Impastato, Stephens & Kerns, McCann-Erickson)

Brown Shoe Co. □ *Cat Calls* (Linsman Film & Tape, Harmy Partnership)

NBC □ *Just Watch Us Now* (EUE Screen Gems, no agency)

Busch Gardens, Tampa □ *Busch Gardens Tampa* (Michel Shlyanou Films Inc., McDonald & Little)

Polaroid Corp. □ *Gonzo's Face* (Directors Studios, Doyle Dane Bernbach)

Ford Motor Co. □ *Hot Steel* (Paisley Productions, J. Walter Thompson)

Burger King □ *Aren't You Hungry?* (Grand Street Flicks, J. Walter Thompson)

Flying Tigers □ *Sweep the Deck* (CPC Associates, Marsteller Inc.)

Polaroid □ *Bicycle* (Directors Studio Inc., Doyle Dane Bernbach)

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WCRJ switched to the BURNS/SOMERSET 'CONTINUOUS COUNTRY' format consultancy from beautiful music on April 29, 1982, half-way through the Spring ARB. In the just released Fall '82 ARBITRON, WCRJ AM/FM jumped to NUMBER ONE 12+, M-S, 6am-12m, metro AQH, with a 10.6 share, up from a 2.0 share in the Fall '81 book.

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RAB's Texas sales roundup

'Leadership in a Turnaround Year' is the theme of the third Managing Sales Conference

Between 900 and 1,000 radio executives are descending the on Amfac Hotel at the Dallas-Fort Worth Airport to attend the Radio Advertising Bureau's third annual Managing Sales Conference. More than 50 workshops and events are planned for this year's event which carries the theme: "Leadership in a Turnaround Year."

Fred Walker, conference chairman and president of Broad Street Communications,

High expectations for 'Winds of War'

ABC mini-series to generate $36.5 million in ad revenues and, network hopes, big boost in audience totals for season

The Winds of War, ABC's latest novel for television, based on Herman Wouk's saga about the events leading up to the U.S. entry into World War II, has been billed as the greatest program to hit the airwaves since the invention of the cathode ray tube. Dan Curtis, who produced and directed the 18-hour epic for Paramount Television, described it last week as the television event "of the century." The statement may not

Curtis

have been meant to be taken literally, but it fell right in line with ABC's promotion.

The consensus last week was that *Winds of War* should do well in the ratings, with estimates ranging in the high 20's to perhaps a 35. On that scale, the program would draw a share of 40 to 50-plus. In 1977, the first run of *Roots*, also seen on ABC, averaged about a 44.9 rating (12 hours over eight nights) with a high 51/71.

Paramount spent $38 million to produce *Winds of War* and ABC is said to have paid $36 million for two network runs. The first will appear on consecutive nights starting Sunday, Feb. 6 through Friday, Feb. 11, with the seventh and final episode to be televised Sunday, Feb. 13.

With 209 spots selling at $175,000 throughout the 18 hours, ABC will generate more than $36.5 million in advertising revenues, most of which will go toward paying the rights cost to Paramount. ABC also claims to be backing the event with $20 million worth of promotion (most of that in time on the network).

If *Winds of War* lives up to ABC's ambitions, ABC stands a good chance of taking the February sweeps, just as CBS's airing of *The Blue and the Gray* was a major factor in its sweeps victory last November. But no one expects ABC to be able to catch up to

Ratings Roundup

ABC-TV captured the prime time ratings prize for the week ended Jan. 23, its second weekly win of the 1982-83 season, while NBC-TV, though it came in third again, fared in a considerably better than average performance.

ABC scored a 17.9 average rating/27 average share. CBS, which has been out of first place in only four of the season's 17 weeks to date, came in this time a half point off the lead at 17.4/27, and NBC outperformed its season-to-date average by more than a rating point, turning in a 16.4/25, its best weekly numbers since the World Series last fall.

Helping ABC to the top for the second time this season were unusually strong performances by several of its regular series and a big score by the *American Music Awards*, which in two hours on Monday night averaged a 24.4/36 to become the third ranked program of the week.

ABC also got season-high ratings for *That's Incredible* (22.3/31) and *T.J. Hooker* (17.1/27), while *The Fall Guy* (20.5/30) and *Dynasty* (21.8/35) won each half-hour of their 9-11 p.m. block on Wednesday, and *Love Boat* (21.3/33) and *Fantasy Island* (17.8/31) repeated that feat on Saturday.

NBC got a big boost from *Hill Street Blues*, whose season high 25.1/42 made it the second highest rated program of the week, and from the send-off for its new series *The A Team*, which, premiering as a two-hour Sunday night movie, drew a 23.0/35 and ranked 9th for the week. Another new NBC series, *Mama's Family*, at 9:30 p.m. on Saturday, had an 18.6/28, the best numbers NBC has had in that time period this season. *Real People* climbed back into the top 20 — at number 20 — for the first time in several weeks with a 19.0/28.

The First 20

1	*60 Minutes*	CBS 25.1/41
2	*Hill Street Blues*	NBC 25.1/42
3	*American Music Awards*	ABC 24.4/36
4	*That's Incredible*	ABC 22.3/31
5	*NBC Sunday Night Movie: The A Team*	NBC 23.0/35
6	*Knots Landing*	CBS 22.9/36
7	*Dallas*	ABC 22.3/33
8	*Falcon Crest*	CBS 21.9/37
9	*Knots Landing*	CBS 21.8/36
10	*Dynasty*	ABC 21.8/35
11	*Love Boat*	ABC 21.3/33
12	*Fall Guy*	ABC 20.5/30
13	*One Day At a Time*	CBS 20.2/29
14	*Archie Bunker's Place*	CBS 19.7/29
15	*Jeffersons*	CBS 19.2/28
16	*M*A*S*H*	CBS 19.1/27
17	*Alice*	CBS 19.0/29
18	*Gloria*	CBS 19.0/26
19	*Hart to Hart*	ABC 19.4/30
20	*Real People*	NBC 19.0/28

The Final Five

64	*ABC Monday Night Movie: Alias Sam*	ABC 11.8/19
65	*Bring 'Em Back Alive*	CBS 10.8/17
66	*Vampire*	NBC 10.8/16
67	*Family Ties*	NBC 10.1/18
68	*CBS Reports: The Battered Marriage*	CBS 7.5/13

NOVEMBER
Kids
% INCREASE

Austin	KVUE	+50
Detroit	WJBK	+211
Bangor	WVII	+500
Atlanta	WSB	+48
Grand Rapids	WKZO	+800
Fort Wayne	WANE	+86
Buffalo	WIVB	+217
Rockford	WQRF	+200
Greensboro	WFMY	+40
Los Angeles	KHJ	+250
San Diego	KGTV	+60
Sacramento	KTXL	+36
Knoxville	WATE	+117
Sioux Falls	KSFY	+350
Wichita Falls	KAUZ	+200
Santa Barbara	KEYT	+300
Fargo	KTHI	+200
Las Vegas	KTNV	+300
Bakersfield	KERO	+200
El Dorado	KTVE	+67
Kansas City	KSHB	+4
Tulsa	KOKI	+122
Wichita	KTVH	+300
Jackson	WJTV	+100
Odessa-Midland	KTPY	+100
Lincoln-Hastings	KOLN	+67
Joplin	KODE	+17
Seattle	KCPQ	+180

Source: ARB Nov. 1982-1981

EIGHT IS ENOUGH
LORIMAR

modification of CP (BPED-810119AB) to increase ERP to 50 kw; change HAAT to 500 ft. H&V and make changes in ant. sys. Action Dec. 16, 1982.

■ KWIZ-FM (96.7 mhz) Santa Ana, Calif.—Granted CP to make changes in ant. sys.; increase ERP to 2.85 kw (V); decrease HAAT to 199.5 ft and change TPO. Action Dec. 22, 1982.

■ KTUO (93.75 mhz) Sonora, Calif.—Granted CP to change frequency to 93.5 mhz and change geographical coordinates to 37 59' 22", 120 23' 05". Action Dec. 16, 1982.

■ WGFA-FM (94.1 mhz) Watseka, Ill.—Granted modification of CP (BPH-820120AD) to change type trans.; change type ant.; increase ERP to 50 kw; increase HAAT to 366 ft. and change TPO. Action Dec. 16, 1982.

■ KKAT (106.1 mhz) Lyons, Kan.—Granted CP to increase HAAT to 267 ft. (H). Action Dec. 22, 1982.

■ WXID (94.7 mhz) Mayfield, Ky.—Granted CP to change TL; change ERP to 50 kw; change HAAT to 401 ft. and make changes in ant. sys. Action Dec. 22, 1982.

■ WDHR (92.1 mhz) Pikeville, Ky.—Granted CP to change TL; decrease ERP to 1.02 kw; increase HAAT to 500 ft. and change TPO. Action Jan. 7.

■ KMBQ (93.7 mhz) Shreveport, La.—Granted CP to change TL; increase ERP 100 kw; change HAAT to 1020 ft.; H&V; change type trans. and make changes in ant. sys. Major environmental action under section 1.1305. Action Dec. 29, 1982.

■ WBSF (91.7 mhz) Biddeford, Me.—Granted CP to chang ERP to 590 w and change HAAT to 55 ft. Action Dec. 22, 1982.

■ WLYN-FM (101.7 mhz) Lynn, Mass.—Granted CP to increase HAAT to 300 ft.; major environmental action under section 1.1305. Action Dec. 16, 1982.

■ KESM-FM (105.5 mhz) El Dorado Springs, Mo.—Granted CP to change type ant.; increase HAAT to 300 ft. and change TPO. Action Jan. 7.

■ KBZN (93.7 mhz) Bozeman, Mont.—Granted CP to change TL and increase HAAT to 256 ft. Action Jan. 7.

■ KNAA (98.3 mhz) Sparks, Nev.—Granted CP to change TL; specify SL/RC; change ERP to 290 w; change HAAT to 840 ft.; change type trans. and make changes in ant. sys. Action Dec. 16, 1982.

■ WEVO (89.1 mhz) Concord, N.H.—Granted CP to make changes in ant. sys.; increase HAAT to 383 ft. and change TPO. Action Dec. 17, 1982.

■ WCNL-FM (101.7 mhz) Newport, N.H.—Granted modification of CP (BPH-800729AJ) to correct geographical coordinates to read 43 23' 50" and 72 17' 37" and correct HAAT to 1078 ft. Action Jan. 7.

■ WVNJ (100.3 mhz) Newark, N.J.—Granted CP to change TL; change ERP to 7.76 kw (H) and 5.54 kw (V); increase HAAT to 1,223 ft. and change TPO. Action Dec. 22, 1982.

■ KAFE-FM (97.3 mhz) Santa Fe, N.M.—Granted CP to change TL; change ERP to 100 kw; HAAT to 1,631 ft. and make changes in ant. sys. Action Dec. 16, 1982.

■ WBKT (93.3 mhz) Brockport, N.Y.—Granted CP to change frequency to 93.3 mhz. Action Dec. 22, 1982.

■ WKGL-FM (92.7 mhz) Middletown, N.Y.—Granted modification of CP (BPH-810417AO) to decrease ERP to 2.7 kw; increase HAAT to 320 ft. and change TPO. Action Dec. 17, 1982.

■ WVMH-FM (90.5 mhz) Mars Hill, N.C.—Granted CP to change ERP to 248 w (H). Action Dec. 22, 1982.

■ WHYW-FM (96.9 mhz) Braddock, Pa.—Granted CP to decrease ERP to 16 kw (H&V); increase HAAT to 1007 ft. and change TPO. Action Jan. 5.

■ WGSX (94.7 mhz) Bayamon, P.R.—Granted modification of CP (BPH-811020AG, as mod.) to increase ERP to 16 kw; increase HAAT to 1,760 ft. and change TPO. Action Jan. 5.

■ WNOK-FM (104.7 mhz) Columbia, S.C.—Granted modification of CP (BPH-800221AE, as mod.) to decrease ERP to 29.5 kw; increase HAAT 1,004 ft. and change TPO; major environmental action under section 1.1305. Action Dec. 29.

■ WNAZ-FM (89.1 mhz) Nashville—Granted CP to change ERP to 1.395 kw and change TPO. Action Dec. 16, 1982.

■ KRBE-FM (104.1 mhz) Houston—Granted CP to install aux. ant. sys. at main TL; to be operated on ERP of 7.4 kw; change HAAT to 1,031.6 ft. and change TPO. Action Jan. 7.

■ KLSR-FM (105.3 mhz) Memphis—Granted modification of CP (BPH-810601AA) to change TL; decrease HAAT to 77 ft. and change TPO. Action Jan. 7.

■ KCLK-FM (94.1 mhz) Clarkston, Wash.—Granted CP to change TL; change ERP to 100 kw; HAAT to 1,232 ft.; change type trans. and make changes in ant. sys. Major environmental action under section 1.1305. Action Dec. 29, 1982.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization **Includes off-air licenses

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TV actions

■ * WDPB (ch. 64) Seaford, Del.—Granted CP to change ERP to 141 kw vis., 14.1 kw aur. Action July 27, 1982.

■ WXTX (ch. 54) Columbus, Ga.—Granted MP (BPCT-810729KF) to change ERP to 1,000 kw vis., 100 kw aur.; change TL and HAAT to 1,130 ft. Action Dec. 28, 1982.

Call letters

Grants

Call	Assigned to
	Existing AM's
KMMM	KOKE Austin, Tex.
KUQQ	KTIA Fort Worth, Tex.
KRBE	KENR Houston
WANR	WNEU Wheeling, W. Va.
WFCL	WRJQ Clintonville, Wis.
WCKK	WAGO Oshkosh, Wis.
WRKR	WWEG Racine, Wis.